



CITY OF SOMERVILLE, MASSACHUSETTS
Mayor's Office of Strategic Planning & Community Development
Joseph A. Curtatone
Mayor

Dana LeWinter
Director

AFFIRMATIVE MARKETING POLICY

(EQUAL HOUSING OPPORTUNITY)

Property/Unit Address: _____

STATEMENT

This Affirmative Marketing Policy ("the Policy") is developed for use in Somerville Lead Hazard Abatement Program (SLHAP)-funded projects in accordance with the SLHAP Program regulations. The Policy is a commitment of the Housing Division of the City of Somerville's Mayor's Office of Strategic Planning and Community Development (the "Division"), its staff, and the owner of the SLHAP-funded project (the "Beneficiary"). The Beneficiary shares responsibility with the Division in informing the public about the Federal Fair Housing laws, soliciting eligible persons without regard to race, color, national origin, sex, sexual orientation, source of income, religion, familial status, or disability into the affordable housing market, and evaluating the effectiveness of these marketing efforts. The Beneficiary is held to the terms of the Policy by the requirements in the applicable funding agreement of the SLHAP-funded project (the "Funding Agreement").

PURPOSE

In accordance with the regulations of the SLHAP and in furtherance of the City of Somerville's commitment to non-discrimination and equal housing opportunity, the Division establishes these procedures to affirmatively market units in rental and SLHAP projects containing vacant SLHAP-assisted housing units (the "Covered Units").

It is the Affirmative Marketing Policy of the Division to assure that individuals who normally might not apply for available housing units without special outreach be informed of available units, be encouraged to apply, and have an equal opportunity to rent or own the available housing units being offered.

1. Methods for the Division to use to inform the public, potential tenants and potential owners about federal fair housing laws and affirmative marketing policies and procedures

A. The Division shall be responsible for implementing the Policy and evaluating its effectiveness as required by the SLHAP Program.

City Hall Annex, 50 Evergreen Avenue, Somerville, Massachusetts 02145
(617) 625-6600, Ext. 2577 Fax: (617) 666-8035

B. The Division shall inform the community about its Policy through periodic updates on the City of Somerville's web page, meetings with development and social service agency directors, at public hearings for the City's One-Year Action Plans, the Division's liaison to the Somerville Fair Housing Commission, and in its funding commitment letters, etc.

C. The Division shall also provide the Beneficiary copies of this Policy prior to or at the time of SLHAP funding.

D. The Division shall display the HUD Equal Housing Opportunity logo or slogan in its offices.

E. The Division shall continue its practice of providing general information and telephone reference numbers to persons contacting the Division with questions regarding Affirmative Marketing, Federal Fair Housing, tenant's rights, assisted housing, and correction of substandard conditions in tenant-occupied dwellings.

2. Requirements and practices each Beneficiary of a SLHAP-funded housing project with Covered Units must follow in order to carry out the Division's Policy.

A. The Beneficiary shall incorporate an Equal Housing Opportunity statement or logo in its correspondence which shall be used relating to the Covered Units.

B. The Beneficiary shall advertise vacant units in advance of selecting a buyer or tenant without holding units off the market in a minimum of one of the following manners: local papers, minority newspapers and/or electronic advertisement. All ads shall contain the HUD Equal Housing Opportunity logo or slogan.

C. The Beneficiary shall notify the Somerville Housing Authority and a minimum of one other community organizations listed below that serves low and moderate income individuals and families and **families with children under 6 years of age** when vacant units are available for rent and throughout the period of affordability.

D. The Beneficiary shall notify the Division when vacant units are available for rent and throughout the period of affordability.

E. The Beneficiary shall display the HUD Equal Housing Opportunity logo or slogan in its offices and on application forms concerning the SLHAP Program.

Somerville Housing Authority

30 Memorial Rd., Somerville, MA 02145, 617-625-1152; fax: 617-628-7057

Community Action Agency of Somerville

66-70 Union Sq., Somerville, MA 02143, 617-623-7370; fax: 617-628-2512

Massachusetts Alliance of Portuguese Speakers

1046 Cambridge St., Cambridge, MA 02139, 617-864-7600; fax: 617-864-7621

Haitian Coalition

Clarendon Hill Development, 268R Powderhouse Blvd., Somerville, MA 02144,
617-625-6400; fax: 617-625-6402

Somerville Early Head Start

474 Broadway Somerville, MA 02145, 617.629.6652

Centro Latino 105 Windsor St. Cambridge, MA 02139. (617) 661- 9406. fax:
617-661-8008

City of Somerville Housing Programs

50 Evergreen Ave., Somerville MA 02145, 617-625-6600; fax: 617-666-8035

Listings will be posted on City's website.

Massachusetts Accessible Housing Registry

www.chapa.org

3. Records that will be kept describing actions taken by the Division and Beneficiaries to affirmatively market Covered Units and records to assess the results of these actions

A. The Division shall keep the following records:

1. Copies of all meeting agenda and minutes of the Division and the Somerville Fair Housing Commission pertaining to this Policy, and all agenda and training materials of any training workshop pertaining to this Policy.
2. Copies of correspondence, Funding Agreements, reports, and any homebuyer or tenant surveys conducted before and after new construction or rehabilitation of Covered Units.

B. The Beneficiary of property with Covered Units shall keep the following records:

1. Records to document its compliance with this Policy and to assess the results of its efforts.
2. The Beneficiary shall submit an annual report to the Division summarizing its actions taken to comply with this Policy and identifying those served. This report shall be required throughout the period of affordability referenced in the Funding Agreement.

4. Description of how the Division shall assess the success of affirmative marketing actions and what corrective actions shall be taken

A. The Division shall assess the effectiveness of its Policy on an annual basis.

B. The Division will compare the information compiled in the manner described under Section 3 of this Policy and evaluate the degree to which statutory and Policy objectives were met. If the required steps were taken, the Division will determine that good faith efforts have, in fact been made.

- C. To determine results, the Division may examine whether or not specific groups in the City of Somerville applied for or became tenants or owners of Covered Units that were affirmatively marketed. If the Division finds that specific groups are represented, particularly, Hispanic-Latinos, African Americans, Asians/Pacific Islanders, American Indians, **families with children under 6 years of age**, persons with disabilities, and women, the Division will assume that the Affirmative Marketing procedures were effective. If within the context of existing neighborhood composition, one or more groups are not represented the Division will review its procedures to determine what changes, if any, might be made to make the Policy more effective.
- D. If it is determined that a Beneficiary failed to carry out Affirmative Marketing efforts as required, the Division will take corrective action. If a Beneficiary continues to neglect responsibilities made incumbent upon it by the terms of the Funding Agreement, the Division will consider taking one or both of the following actions:
 - 1. Declare the Beneficiary disqualified from any further assistance made available under the SLHAP Program.
 - 2. Notify the Beneficiary that there is a violation of the terms of the Funding Agreement and that the City of Somerville may exercise its right to require immediate repayment of the grant or loan.
- E. The Division shall not proceed with corrective action without allowing time and effort by staff to counsel the Beneficiary in accordance with the terms of the Funding Agreement.
- F. The Division will carry out assessment activities and complete a written assessment of Affirmative Marketing efforts in accordance with each Funding Agreement in compliance with HUD regulations.



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Director

Owner

Date

Owner

Date

COMMONWEALTH OF MASSACHUSETTS

Middlesex, ss.

On this day of , 201 , before me, the undersigned notary public, personally appeared and , proved to me through satisfactory evidence of identification, which was a Massachusetts Drivers License, to be the persons whose names are signed on the preceding or attached document in my presence, and acknowledged to me that they signed it voluntarily for its stated purpose.

Notary Public:_____